

A Roadmap for Public-Private Partnerships



Internet Service Providers

► Action 1: Share Connectivity and Serviceability Data Beyond K-12

Over 130 ISPs, covering more than 90% of households in the country, have already joined EducationSuperHighway's K-12 Bridge to Broadband data exchange program. This is enabling states and school districts across the country to quickly identify which of their students lack home broadband and which ISPs they can partner with to connect them. To maximize enrollment in the Affordable Connectivity Program, ISPs should expand the data exchange program beyond K-12 to enable other institutions such as housing authorities, health centers, and municipal governments to quickly identify and conduct outreach to households that are offline in America's most unconnected communities.

► Action 2: Offer 100/20 Broadband Plans for \$30 to Households Eligible for the Affordable Connectivity Program

In the bipartisan infrastructure bill, Congress sets out a new standard for what constitutes a broadband connection sufficient to participate fully in our digital society. They also set a new \$30 price point for affordable broadband plans. ISPs should follow Congress' lead and immediately begin offering 100 download / 20 upload broadband plans for \$30 to households eligible for the Affordable Connectivity Program. These plans will be profitable for ISPs and ensure that households on affordable broadband plans can learn, work and access healthcare and other critical services online.

► Action 3: Simplify Sign-up Processes and Allow Broadband Adoption Centers to Enroll Eligible Households in Affordable Broadband Programs

Signing up for ISP's affordable broadband programs remains a significant barrier for unconnected households. ISPs should work to reduce these barriers by simplifying eligibility processes and automatically approving any household that has qualified for the Affordable Connectivity Program. In addition, ISPs should shorten the sign-up process by limiting the amount of information collected to only that needed to provide service and minimize fraud. They should also recognize the difficulty unconnected households have in signing up online and embrace mechanisms such as Cox's utilization of voice recordings to confirm consent that enable broadband adoption centers to complete the sign-up process on behalf of unconnected households.

► Action 4: Create and Execute a Business Plan for the Affordable Broadband Customer Segment

Congress' investments in closing the broadband affordability gap create a significant new business opportunity for ISPs. While historically low price points, high customer acquisition costs, churn, and bad debt have made it difficult for ISPs to create a viable business case for serving low-income households, the Affordable Connectivity Program changes the calculus. The affordable broadband customer segment is now an \$8 billion per year market opportunity with a reliable payor. ISPs should create and execute a business plan focused on finding, signing up, and serving unconnected households with access to existing infrastructure to take advantage of this opportunity.